

Former pitch man is all about kicking the habit these days

Former "Winston Man" Dave Goerlitz is returning to McAlester.

He will be at S. Arch Thompson Auditorium, Second Street and Adams Avenue, Friday at 1 p.m. to speak to sixth, seventh and eighth grade students from around the county to talk about the tobacco industry.

Goerlitz's first appearance in the city was last year during Kick Butts Day, sponsored by Students Working Against Tobacco and the Southeast Tobacco Free Oklahoma Coalition.

A former model, Goerlitz is probably best known as the lead "Winston Man" in R.J. Reynolds' "Search and Rescue" ad series, which moved the cigarette brand from fourth in the world to second in world sales in the 1980s.

He was featured in 42 of these ads. Goerlitz said he quit smoking after he learned more about tobacco industry practices.

Goerlitz now travels the country to provide information about the millions of dollars being spent each day marketing tobacco products to youths.

His presentation will include information on how the industry does its targeting, ways for youth to participate in their communities and other tobacco related materials.

For more information, contact Jamie Tippit at jamiet@health.ok.gov or 423-1267.